

Subject: Great Streets Challenge

From: "=?UTF-8?B?TGIsbHkgTydCcmllbiBHcmVhdCBTdHJlZXRzIEluaXRpYXRpdU=?=" <no-reply@wufoo.com>

Date: 11/18/2016 03:49 PM

To: mike@wilshirecenter.com





Reply-to: greatstreets@lacity.org

Thank you for applying to the Great Streets Challenge!

Applications must be received by November 18 at 6:00 p.m. in order to be considered. You will hear about the status of your application by December 16 at 6:00 p.m.

In the mean time, check out our website at: lagreatstreets.org

Great Streets Challenge

Project Lead Contact *	Mike Russell
Organization *	Wilshire Center BID
Email *	mike@wilshirecenter.com
Phone Number *	(213) 487-7003
How did you hear about the Great Streets Challenge? *	<ul style="list-style-type: none">Other
Community Readiness: What type of project is your community ready for? We've included a self-assessment in the application to help you determine which project type your community is ready for. You will not be scored or evaluated based on your response to this question.	<ul style="list-style-type: none">Is there a documented community plan that describes community goals for this area that was created/published by community members?Are there regular community meetings near this corridor or area that are open to all community members and bring diverse stakeholders together?Do members of your team have previous or current relationships or project experience with City staff or elected office staff?Have members of your team previously been involved in visioning or planning for street improvements?Is there an existing organization that is dedicated to work specifically on the proposed corridor or area (e.g. Business Improvement District)?
If you checked off at least four boxes, your team should apply for a Build Project. If not, your team should apply for a Pop-Up Project. If you need further help assessing your level of readiness, email greatstreets@lacity.org.	Build Project
Please select which project type you are applying for. *	
1. Project Area: Where will your project be located? * The project will be located on W 8th Street at the intersection of Irolo Street in the 10th Council District within the Wilshire Center District of Ktown, LA. The intersection of 8th and Irolo is already a vibrant community hub; it has a very active pedestrian, residential, and business community. There is a grocery store on the southwest corner which receives a very high volume of foot traffic every day. There are several small retailers and restaurants along the south and northeast corners. Along the northwest corner are several very popular restaurants, including Taylor's Steak House just one block west.	
Map of Project Area *	 map8thirolo3.jpg 223.29 KB · JPG
Site Photo *	 8thiroloarial4.jpg 60.78 KB · JPG
Site Photo 2	 8thirolo24.jpg 502.37 KB · JPG
Site Photo 3	 8thirolo33.jpg 447.90 KB · JPG
Priority area: Which Citywide plans and priority areas does your Project area align with?	

We've created an interactive map to help you identify whether your Project area aligns with these plans. You can find more information about this map in Appendix 3 of the Great Streets Challenge Guide.

Map: goo.gl/TeTekv *

This project aligns with Safe Routes to School because of its close proximity to 6 schools. Just two blocks east of W 8th Street and Irolo Street is the RFK Community Schools, which is comprised of six autonomous Pilot Schools located at the site of the former Ambassador Hotel. RFK Community Schools is home to two elementary schools, two middle schools, two high schools, and serves over 4000 students each year. Some of the unique features of the campus include the world famous Cocomanut Grove Theater, Paul Schrade Library, state-of-the-art Gymnasium, and several public art installations including two Murals by Judith Baca.

This project also aligns with the Great Street Initiative, specially along the Western Blvd Corridor between Melrose and 3rd, which is only a few blocks northwest of the project area. The Vision Zero High Injury Network (HIN) also aligns with this project as it runs along 8th Street and intersects at Irolo Street as well. Additionally the Mobility Plan 2035 aligns with this project because it is a very public transit oriented community and is only two blocks south of the Metro Purple line.

The project (general) area has a walkability score of 91 and is considered one of the walkable neighborhoods in Los Angeles that is home to over 100,000 residents. Lastly this project aligns with the City Planning Department's Wilshire Community Plan. More info on the Wilshire Community Plan can be found at <http://planning.lacity.org/complan/pdf/wilcptxt.pdf>.

Challenge statement: What are the challenges and opportunities in your Project area? *

8th Street at Irolo is already a vibrant community hub; it has an active pedestrian, residential, and business community. However the street, crosswalks, and sidewalks of 8th Street at Irolo do not reflect or support this vibrancy. Relatively small creative street improvements could synergize with existing activity in the District to create a more pedestrian friendly environment.

8th and Irolo is an ideal place for a Great Streets Build Project because of the heavy vehicle and pedestrian traffic that transverse the intersection on a daily basis. It is a centerpiece of the district by which many people enter the area for business, dining, shopping, and entertainment purposes. Along with the business activity, the area is also used as a major thoroughfare for many of the students who attend the RFK Community Schools just two blocks east of 8th and Irolo. Additionally, 8th Street will see several new mixed-use developments coming online in the next few years.

Some of the main challenges include lack of adequate street furniture, lighting, and street trees, as well as extensive repairs needed to City sidewalks, parking strips, curbs and gutters, and driveways, are needed to promote a more pedestrian friendly environment.

Some of the main opportunities include incorporating the existing ethnically diverse neighborhood to create a more economically vibrant community hub. There is also great opportunity in connecting the districts unique architectural and historic characteristics with the creation of additional mixed-use commercial and residential projects along 8th Street.

Organizational capacity: What are your qualifications to partner with the City to address these challenges and opportunities in your Project Area? *

Wilshire Center BID has successfully represented a coalition of approximately 1,000 property owners in the Wilshire Center District for over 21 years. The WCBIC's mission is to help Wilshire Center District become a more livable and workable area, to provide for a better overall environment both socially and economically, to work towards constructive change and improvement by advocating on behalf of its members' best interests in the area of public safety, beautification, promotion, maintenance, and economic development within the community.

The Wilshire Center BID provided project management from 1994 to 1998 for the Wilshire Center Streetscape Project, a six million-dollar construction and renovation project along Wilshire Blvd. between Wilton Place and Hoover Street. The WCBID is the largest and longest successfully running Business Improvement District in the City of Los Angeles.

In 1998, our team provided the management for the Wilshire Center Enhancement Program, which planted 1,510 trees in order to help revitalize the Wilshire Center residential and business community. Our staff has been an active in the Wilshire Center-Koreatown Neighborhood Council, LAPD Olympic Community Police Advisory Board, and the LA CRA Wilshire Center - Koreatown Citizen Advisory Committee. The Wilshire Center BID was the initial advocate for a public park at the old Ambassador Hotel site, which is now the Robert F. Kennedy Inspiration Park. We have been active in organizing hundreds of community events since 1990.

The Wilshire Center BID has already completed 5 mural boxes and over 20 decorative crosswalks along Wilshire Blvd., and the community response for them has been outstanding. We have also seen incidences of graffiti significantly decrease on electrical boxes with mural art on them as opposed to near by blank electrical boxes. A detailed review of the Wilshire Center BIDs successful experience across many areas of the District will indicate the organizations ability to effectively plan, implement, maintain and maintain public infrastructure improvements.

The Wilshire Center District of Ktown is one of the most densely populated neighborhoods in the US. That is why we would with our local Environmental Services provider the Koreatown Youth & Community Center (KYCC) to offer training and resources for residents to beautify their neighborhood, to increase open space for families and to grow tree-lined streets in the district. We provide landscaping, pressure washing, irrigation and native habitat plantings—to local businesses, schools and community groups. We also work with corporations to create community service experiences for employees, providing all of the necessary tools and safety equipment. We believe that our dedication and support for inspired community actions is the most effective way to achieve meaningful and sustainable environmental change. Together, we are creating safe, healthy and beautiful neighborhoods.




We also have a strong partnership and long-term relationship with Council District 10, which include the creation of a Farmers Market, organizing around developments and parks, hosting community festivals, and just recently we completed a large-scale community cleanup event with over 200 volunteers. Here is a link to a video of the event https://youtu.be/4sQM_Dif2zI

Project lead *

Mike Russell

Title and organization affiliation *

Executive Director, Wilshire Center Business Improvement Corporation

Phone number *	(213) 487-7003
Email *	mike@wilshirecenter.com
Time committed to project (in hours) *	50
Roles and responsibilities *	Program administration (disbursing payment of Community Partner invoices, period grant reporting)
Resume/CV *	 russellresume1.pdf 65.10 KB · PDF
Team member 1 *	Ryan Allen
Title and organization affiliation *	Environmental Services Manager, Koreatown Youth and Community Center
Phone number *	(213) 365-7400
Email *	rallen@kycccla.org
Time committed to project (in hours) *	25
Roles and responsibilities *	Provide technical consultation to Community Partners for analyzing problems and opportunities.
Resume/CV *	 ryan_allen_resume1.pdf 47.23 KB · PDF
Team member 2 *	Ann Bridges
Title and organization affiliation *	Instructor, Visual Arts, Ann Bridges Art Studio
Phone number *	(562) 547-8978
Email *	ann.bridges@mac.com
Time committed to project (in hours) *	25
Roles and responsibilities *	Management of cultural components of projects (artist recruitment, artistic engagement)
Resume/CV *	 annbridgesresume1.pdf 80.61 KB · PDF

Community engagement: How will you engage your community? *

The Wilshire Center BID has capabilities that include website development, social media campaign management, email marketing, graphic design, and advertising strategy solutions. We will work to engage the community by canvassing in a systematic initiation of direct contact with individuals. We will use volunteers, and paid canvassers to knock on doors, make telephone calls, send emails, and pass out flyers to engage in personalized contact with community stakeholders.

We have a quarterly newsletter that goes out to over 1,000 property owners the area, in which we will look to inform community members about upcoming meetings regarding neighborhood improvements. We will also post our newsletter and flyers in public places such as the local libraries and community centers. The newsletter and flyer will also be blasted out to our email lists.

As part of our outreach strategy we will partner with local social media influencers such as #Koreatown on Instagram which has over 14,000 followers, @Koreatown on Twitter, Radio Korea, Koreatown Radio (koreatownradio.com). The Wilshire Center BID will also post content on its own social media pages such as facebook.com/wilshirecenter.

Our outreach strategy also includes translation services so that all flyers are distributed in English, Spanish and Korean. This effort will involve a partnership with the Unification of Disabled Latin Americans (UDLA) that will help with translation and outreach to the Spanish speaking community members, as well as a partnership with the Koreatown Youth & Community Center that will help with translation and outreach to Korean speaking community members.

We will also leverage our relationships with existing community meeting such as the Wilshire Center-Koreatown Neighborhood Council, the LAPD Olympic Community Police Advisory Board, The Los Angeles Unified School District (RFK Community Schools), and the Los Angeles Metropolitan Hispanic Chamber of Commerce. At these meeting will do presentations about the build project and conduct surveys to identify the opinions and needs of different community groups.

We will also work closely with our local non-profit community partner, Happy Village, which is Korean American Development Center founded in 2001 and devoted to promoting understanding and to increase public awareness of the issues of Korean community. Their mission is restore unity and trust in the community and tear down the walls of the rich and poor, sick and healthy, young and old, and children and adults by encouraging them to help each other through Happy village's various events and activities and to promote healing in their lives. Thus contributing to making a happier community to build a community voice.

Our current district data shows that we have a population of over 100,000 based on the L.A. Department of City Planning. We have a highly diverse community for the city of Los Angeles, with approximately 50% of the population being Latino, 30% Asian, 10% White, 5% Black, and 5% other. The median household

income is low for the City of Los Angeles at around \$30,500. and just over 20% of residents 25 and older have a four-year degree, with the average household size of 2.7 people.

Budget: How will you use your grant funds? *



[budget1.pdf](#)
47.16 KB · PDF

Budget narrative

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Supplemental materials



[8thstreetimprovementprojectsupplemental.pdf](#)
1.52 MB · PDF